

M: 35-14-08

late 1920s

Tudor-Style Shopping Center

(Leland Shopping Center)

7003-7029 Wisconsin Avenue (MD 355)

Bethesda

Built during a period when the largely undeveloped commercial district included a mix of both commercial and residential structures is the Tudor Style Shopping Complex. This was one of three complexes built in the late 1920s (another sits directly across the street and the other is now gone). Built as presuburban shopping centers, they were not intended to be shopping centers in the modern sense of the term. The modern shopping center was a later product of the increased use of the automobile. The Tudor style of this complex is associated with an "Old English" architectural form, the distinctive feature of a period revival taking place between 1900 and 1940. Tudor appeared in communities to create a quaint village effect. It is found in some of Montgomery County's earlier suburban areas such as here and in the Silver Spring region.

# Maryland Historical Trust State Historic Sites Inventory Form

Survey No. M 35/14-8

Magi No.

DOE yes no

## 1. Name (indicate preferred name)

historic

and/or common Leland Shopping Center

## 2. Location

street & number 7003-7029 Wisconsin Avenue not for publicationcity, town Bethesda vicinity of congressional district 7state Maryland county Montgomery

## 3. Classification

Category	Ownership	Status	Present Use
<u>district</u>	<u>public</u>	<u>X</u> occupied	<u>agriculture</u> <u>museum</u>
<u>X</u> building(s)	<u>X</u> private	<u>unoccupied</u>	<u>X</u> commercial <u>park</u>
<u>structure</u>	<u>both</u>	<u>work in progress</u>	<u>educational</u> <u>private residence</u>
<u>site</u>	<b>Public Acquisition</b>	<b>Accessible</b>	<u>entertainment</u> <u>religious</u>
<u>object</u>	<u>in process</u>	<u>yes: restricted</u>	<u>government</u> <u>scientific</u>
	<u>being considered</u>	<u>X</u> yes: unrestricted	<u>industrial</u> <u>transportation</u>
	<u>X</u> not applicable	<u>no</u>	<u>military</u> <u>other:</u>

## 4. Owner of Property (give names and mailing addresses of all owners)

name See attached sheet - multiple ownersstreet & number 1011 47th St telephone no.: 202-338-1111city, town Rockville state and zip code Md 20850

## 5. Location of Legal Description

courthouse, registry of deeds, etc. Montgomery County Courthouse liberstreet & number 1011 47th St foliocity, town Rockville state Maryland

## 6. Representation in Existing Historical Surveys

title Bethesda Commercial District Inventory Formdate 1983 federal state X county localdepository for survey records Montgomery County Historic Preservation Commissioncity, town Rockville state Maryland

## 7. Description

Survey No. M:35-14-8

### Condition

☐ excellent  
☒ good  
☐ fair

☐ deteriorated  
☐ ruins  
☐ unexposed

### Check one

☐ unaltered  
☒ altered

### Check one

☒ original site  
☐ moved      date of move \_\_\_\_\_

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

The Leland Shopping Center is a small neighborhood shopping center on the east side of Wisconsin Avenue between Walsh and Leland Streets in Bethesda, MD. It consists of a row of small, one-story, brick and wood stores occupying separate but attached buildings which stand on nine different lots. Its style is Tudor revival of the derivative form popular in the 1920s, and referred to as "English" by its developers in their promotional booklet. The features which give it its Tudor style are steeply pitched gable roofs facing the street, painted wooden boards applied over stuccoed wall surfaces to give the appearance of half-timbering, and doorways set into shallow gothic-arched reveals. The roofline is made complex by alternating "half-timbered" paired gables containing three casement windows, with Scottish dormers (five-sided dormers) containing a pair of six-light casement windows.

The southernmost store has been altered beyond recognition, and now consists of a two-story brick building with anodized aluminum windows and a sheet metal mansard roof. The remaining stores, though altered, retain the overall form of the original structure. The storefront which appears to be least altered is that at 7011 Wisconsin Avenue, American Valet. It has a central entryway; a single door set in a shallow, gothic-arched recess of brick. On each side is a projecting show window consisting of plate glass resting on a brick base, topped with a moulded metal cornice. Above each show window is a pair of six-light, hopper sash transom windows set back into the wall of the building. A mock second story is declared by three six-light wood sash windows set in the "half-timbered" double gable above the storefront. The roof is covered with asphalt shingles.

## 8. Significance

Survey No. M:35-14-8

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input checked="" type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400–1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500–1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600–1699	<input type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700–1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input type="checkbox"/> 1800–1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900–	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

Specific dates c. 1926

Builder/Architect

check: Applicable Criteria: ☐ A ☐ B ☐ C ☐ D  
and/or

Applicable Exception: ☐ A ☐ B ☐ C ☐ D ☐ E ☐ F ☐ G

Level of Significance: ☐ national ☐ state ☒ local

Prepare both a summary paragraph of significance and a general statement of history and support.

The Leland Shopping Center is significant because it is one of the earliest examples of a developer-planned neighborhood shopping facility remaining in Montgomery County. In the early decades of the 20th century, commercial development was very tightly controlled in the more prestigious residential subdivisions. Chevy Chase, developed in the 1890s, excluded it altogether, instead providing free delivery service from downtown Washington stores.

The subdivision of Leland, created by the brothers Monroe and Robert Bates Warren in the 1920s, sought to attract "the average salaried man" who was probably experiencing "the great shortage of domestic help immediately following the war."<sup>1</sup> Mindful that the lady of the house would be the one doing the shopping, and that she might resist moving to an area far removed from convenient shopping facilities, the Warrens included as part of their development a strip of nine shops which would cater to the everyday needs of the households in the development.

The store buildings were probably constructed in 1926. The Warrens purchased the land in December of 1923 (Deed 342/113). Their promotional booklet states that the "east side of Wisconsin Avenue, immediately abutting the stores, was dedicated and paved before the actual building was started."<sup>2</sup> Plat 3/282 dedicating the land for this widening was filed October 27, 1924. The five lots of Block A were resubdivided into nine lots in Plat 4/313 dated November 7, 1925. The tax assessment records note that in 1926 stores were built on three of these lots, and in 1927 the Warrens sold four of the lots to different individuals (Deeds 424/189, 434/194, 434/358, 438/194). The telephone directory for Summer 1928 lists for the first time the Leland Pharmacy at 6703 Wisconsin Avenue (the original address before buildings were renumbered). The promotional booklet, published in Spring of 1929, mentions the stores as established and successful entities. Thus it appears that construction was started sometime in 1926 and finished late that year or early 1927.

Two grocery stores, an A & P at the north corner, and a Sanitary Grocery store at the southern corner, soon joined the pharmacy.<sup>3</sup> The Warrens had their sales office at 4606 Leland Street, the rear of the northernmost store.

The Warrens chose the Tudor style to "harmonize with the artistic English and Colonial architecture of the community."<sup>4</sup> Tudor, or English, was a very popular style for houses built in the 1920s and 1930s, and was considered appropriate for commercial structures since a cluster of shops could resemble the shopping street in an old English village. Americans, especially easterners, were enamored of all things British in the 1920s, so it made sense that they would be attracted to "English" houses and enjoy purchasing their groceries in "English" shops.

1. M. & R. B. Warren, Leland, A Community of Distinctive Homes in Chevy Chase, Md. (Spring, 1929), p. 24.
2. *Ibid.*, p. 23.
3. Bethesda Commercial District Historic Sites Inventory Form, Catherine Crawford, 11/83.
4. Warren, p. 23.

## 9. Major Bibliographical References

Survey No. M:35-14-8

Interviews with various Bethesda residents, including Monroe Warren, Jr. Leland, promotional booklet by developers M. & R. B. Warren, 1929. C & P Telephone directories. Klinge Atlases for 1931. Subdivision plats. Land records and tax assessment records for Montgomery County.

## 10. Geographical Data

Acreage of nominated property \_\_\_\_\_

Quadrangle name \_\_\_\_\_

Quadrangle scale \_\_\_\_\_

UTM References do NOT complete UTM references

A 

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Zone Easting Northing

B 

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Zone Easting Northing

C 

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D 

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E 

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F 

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G 

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H 

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Verbal boundary description and justification

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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## 11. Form Prepared By

name/title Andrea Rebeckorganization Mont. Co. Hist. Pres. Comm. date 9/87

street &amp; number \_\_\_\_\_ telephone \_\_\_\_\_

city or town Rockville state Maryland

The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust  
Shaw House  
21 State Circle  
Annapolis, Maryland 21401  
(301) 269-2438

## Leland Shopping Center -- Current Owners:

7003 Wisconsin Avenue: Block A Lot 11	Scott R. Jr. & C. B. Brewer 8224 Kerry Ct. Chevy Chase, MD 20815 Liber 3793 Folio 690 Area: 3,484 SF	
7007 Wisconsin Avenue: Lot 12	Gerry H. Smith, Sr. 8613 Woodbrook Lane Chevy Chase, MD 20815 Liber 7072 Folio 657 Area: 1,472 SF	
7009 Wisconsin Avenue: Lot 13	Gerry H. Smith, Sr. 8613 Woodbrook Lane Chevy Chase, MD 20815 Liber 7072 Folio 657 Area: 1,540 SF	
7011 Wisconsin Avenue: Lot 14	Audrey M. Shea c/o Thomas D. Walsh, Inc. 666 11th Street, NW #1001 Washington, DC 20001 Liber 6490 Folio 76 Area: 1,602 SF	
7015 Wisconsin Avenue: Lot 15	Theodore & M. Kopsidas 6516 Windemere Ct. Rockville, MD 20852 Liber 6764 Folio 57 Area: 1,672 SF	301-530-4080
7017 Wisconsin Avenue: Lot 16	John G. & O. L. Tomasello 5824 Lenox Road Bethesda, MD 20817 Liber 6885 Folio 705 Area: 1,740 SF	301-229-9477
7023 Wisconsin Avenue: Lot 17	John G. & O. L. Tomasello 5824 Lenox Road Bethesda, MD 20817 Liber 6113 Folio 872 Area: 1,864 SF	301-229-9477
7027 Wisconsin Avenue: Lot 18	Harry W. Goldberg 5530 Wisconsin Ave., Suite 810 Chevy Chase, MD 20815 Liber 5815 Folio 48 Area: 1,962 SF	
7029 Wisconsin Avenue: Lot 19	Michael J. Heller et al 8801 Copenhaver Drive Potomac, MD 20854 Liber 5545 Folio 601 Area: 3,329 SF	301-424-4252

M:35-14-8

FOR ADDITIONAL INFORMATION

See correspondence dated October 1986

ACTION TAKEN

The following district and sites have been reviewed and found not suitable for regulation under the Historic Preservation Ordinance. Those properties listed on The Locational Atlas and Index of Historic Sites in Montgomery County, Maryland will no longer be subject to regulation under the Moratorium on Alteration and Demolition, Section 24A-10 of the Historic Preservation Ordinance. These properties will however remain on the Maryland Historical Trust's Inventory of State Historic Resources.

M: 35/14  
M: 35/14-3  
M: 35/14-6  
M: 35/14-8  
M: 35/14-9

Old Bethesda Historic District  
Little Tavern  
Brooks Photographers  
Tudor Style Shopping Complex  
C&P Telephone Company Building

FOR ADDITIONAL INFORMATION

See correspondence dated August 23, 1985

ACTION TAKEN

PRELIMINARY DRAFT AMENDMENT TO  
THE MASTER PLAN FOR  
HISTORIC PRESERVATION  
BETHESDA CBD/MULTIPLE RESOURCE/  
THEMATIC HISTORIC DISTRICT

THURSDAY, September 26, 1985

at  
7:30 P.M.

in the

Montgomery Regional Office Auditorium  
8787 Georgia Avenue  
Silver Spring, Maryland

The following resource which is also considered part of the district has already been designated on the Master Plan:

The Farm Women's Market #35/14-1  
7155 Wisconsin Avenue (designated 9/79)

to take testimony on whether or not the following historic resource presently listed in the Locational Atlas and Index of Historic Sites in Montgomery County should be included in the Master Plan for Historic Preservation: Bethesda CBD Multiple Resource/Thematic Historic District #35/14 including:

1. Little Tavern #35/14-3  
8100 Wisconsin Avenue
2. Bethesda Theater Complex #35/14-4  
(Cinema 'n Draft House)  
7715-7723 Wisconsin Avenue
3. Bethesda Post Office #35/14-5  
7400 Wisconsin Avenue
4. Brooks Photographers #35/14-6  
7349 Wisconsin Avenue
5. Community Paint & Hardware Store #35/14-7  
7250 Wisconsin Avenue
6. Tudor Style Shopping Complex #35/14-8  
7003-7029 Wisconsin Avenue
7. C&P Telephone Company Building #35/14-9  
6925 Wisconsin Avenue



M: 35-14-8

THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

8787 Georgia Avenue • Silver Spring, Maryland 20907

(301) 495-4565

RECEIVED

August 23, 1985

AUG 27 1985

MARYLAND HISTORICAL  
TRUST

MEMORANDUM

TO: Interested Parties

FROM: Montgomery County Planning Board Staff

SUBJECT: Historic District Public Hearing

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Attached is a notice of public hearing on the nomination of a historic district in your area which may be of interest to you. The notice provides the date, time, and location of the public hearing and also provides instructions on how to submit testimony for the record. Should you have any additional questions on this matter, please do not hesitate to contact Marty Reinhart at 495-4565.

MR:ms  
Attachment

## NOTICE OF PUBLIC HEARING

Pursuant to Article 28 of the Annotated Code of Maryland and Chapter 24A and Chapter 33A of the Montgomery County Code, the Montgomery County Planning Board of The Maryland-National Capital Park and Planning Commission hereby gives notice that it will hold a public hearing on the following:

## PRELIMINARY DRAFT AMENDMENT TO

THE MASTER PLAN FOR  
HISTORIC PRESERVATION  
BETHESDA CBD/MULTIPLE RESOURCE/  
THEMATIC HISTORIC DISTRICT

THURSDAY, September 26, 1985

at  
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6. Tudor Style Shopping Complex #35/14-8  
7003-7029 Wisconsin Avenue
7. C&P Telephone Company Building #35/14-9  
6925 Wisconsin Avenue

The following resource which is also considered part of the district has already been designated on the Master Plan:

The Farm Women's Market #35/14-1  
7155 Wisconsin Avenue (designated 9/79)

The Montgomery County Historic Preservation Commission has reviewed the architectural and historic significance of the Bethesda CBD according to criteria listed in the Historic Preservation Ordinance, Chapter 24A of the Montgomery County Code.

The Preservation Commission recommends that the properties listed above be designated on the Master Plan for Historic Preservation as a "multiple resource/thematic" historic district with the individual buildings to be protected under the Historic Preservation Ordinance which provides certain controls regarding alteration, demolition, and maintenance of the property.

If not included in the Master Plan for Historic Preservation, these individual properties and the district, as currently delineated in the Locational Atlas, would no longer be subject to the provision of Chapter 24A-10, the Moratorium on Alteration and Demolition. The district will, however, remain on the Maryland Historical Trust's Inventory.

The Preliminary Draft Amendment is available for public inspection at The Maryland-National Capital Park and Planning Commission's Regional Headquarters, 8787 Georgia Avenue, Silver Spring, Maryland.

The purpose of the public hearing is to allow all interested persons to express their views concerning this action. Persons wishing to testify should call 495-4600. If you are unable to attend, write your concerns to the Montgomery County Planning Board at 8787 Georgia Avenue, Silver Spring, Maryland 20907 and they will be made part of the public hearing record.

*Thomas H. Countee, Jr.*  
Thomas H. Countee, Jr.  
Executive Director

THC:MR:ms

362 11 SW  
ROCKVILLE

UNITED STATES  
DEPARTMENT OF THE INTERIOR  
GEOLOGICAL SURVEY



WASHINGTON WEST

M:35-14-8

77°07'30"  
39°00'

1700000E

1.2 MI TO INTERSTATE 495

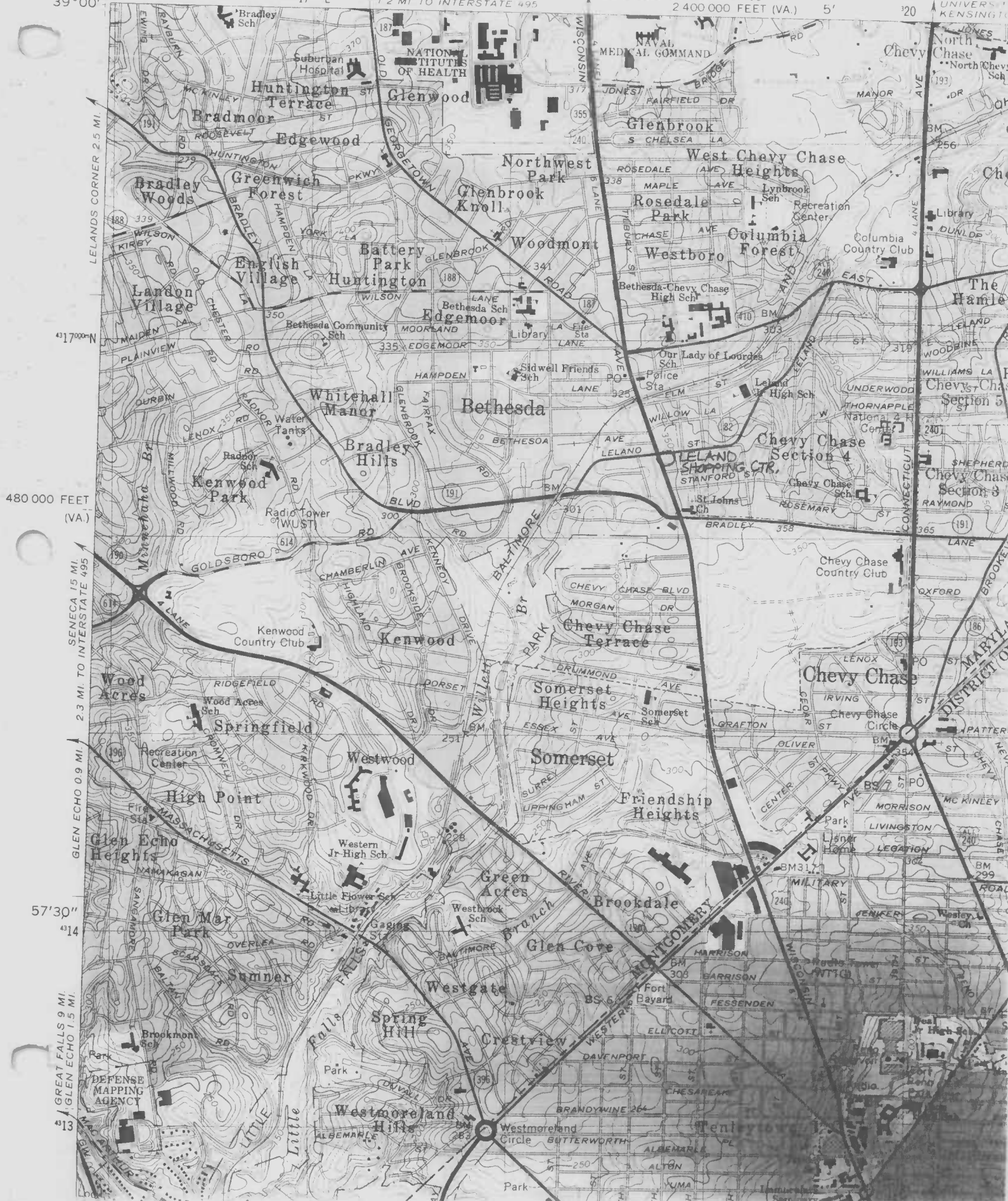
FREDERICK TO W  
1.3 MI TO INTERSTATE 495

2 400 000 FEET (VA.)

5'

120

UNIVERSITY  
KENSINGTON





M: 35-14-8

Leland Shopping Center  
7003-7029 Wisconsin Avenue  
Bethesda, MD

Andrea Rebeck 1987

Looking Northeast

*(Tudor Style Shopping Complex)*



M: 35-14-8

Leland Shopping Center

7003-7029 Wisconsin Avenue

Bethesda, MD

Andrea Rebeck

1987

Looking Northeast

*(Tudor Style Shopping Complex)*